

# Community Connection

*News and events for citizens of Sedona*

June 2006

[www.SedonaAZ.gov](http://www.SedonaAZ.gov)

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## The Maturing of Sedona

Many times during the Mayoral and Council campaign I talked about the birth of the City of Sedona some 18 years ago. I felt it was important for those of us who came after incorporation to fully understand just how far we, as a city, have come. I have great respect for those first councils realizing that to start a new city is an awesome and daunting task. There was little money, no structure, just the will to control the destiny of this one of a kind, beautiful and special place and to be the stewards that this land deserved then and in the future.

It was not easy then and it not easy now to preserve and maintain the standards that we hold dear; however, when I compare how Sedona has matured compared to other cities facing similar tasks, I am very proud.

Since our infancy we have developed a wastewater/sewer system to service almost 75% of our residents and businesses. I might add there have certainly been many bumps along that road. Excavation of our rocky terrain was and continues to be a challenge. We have installed much-needed fire hydrants in all areas of the city, something most people probably take for granted. With the cooperation of the School District, we are the proud home of Sedona Red Rock High School, which is already creating a great record academically and athletically - no easy task. The Sedona Public Library, the Teen Center and Skate Park are true jewels for the residents of Sedona and are the result of the private sector stepping up to the plate and providing the will and the funds to bring these dreams to fruition.

I could continue to list all of the great accomplishments of the past 18 years; however, I ask the question as to whether Sedona is a teenager or has she grown into young adulthood. What issues prevail as we mature?

As the demand for services increase we must secure the revenues to support those demands while maintaining Sedona's unique character.

We must be ever mindful of the importance of preserving and protecting our environment by addressing issues such as water conservation, traffic control and pedestrian



*Quinn and Mayor Colquitt*

safety, recycling, energy use, forest protection, etc.

We talk about the importance of the arts, but exactly what do you think of when you hear "Sedona is a city that embraces the arts"?

The issue of "affordable workforce housing" is not just a Sedona problem...this is a "city" problem nationwide.

How do we care for our older population? Presently in the Sedona city limits we have no assisted living facilities or nursing home facilities, again a "city" problem that we will need to address as we mature.

What do we demand as to our quality of life?

How will we ever be able to address all of the issues? I believe that the first thing we must do is accept the fact that we are no longer an adolescent or teenager, but now we have matured into a young adult as a city and just like when we all became adults, we faced "grown-up" responsibilities such as making a living, creating and maintaining our homes, raising our children, protecting our families, planning for our retirement and caring for our elders. That is exactly what we as a city must do...take responsibility for making the decisions to insure that we are in a position to address the issues that are facing Sedona as a "city" and not just a beautiful painting on a canvas but a living, breathing city that is capable of caring for its residents.

We all want Sedona to maintain its small town atmosphere. I say to you that we can build something that looks like a small town; however, a true small town is something that comes from deep down in the heart of its people. If we are to be that small town then we must find that feeling in our hearts for each other, for our children, and for our older residents.

I sincerely hope that you will help your new council have the wisdom and foresight to make the best decisions for all of Sedona. I need to hear from you. I need your questions, your ideas, and your opinions, and I need your constructive criticism. You can reach me by calling Sedona City Hall at 204-7191, or by email at [pcolquitt@SedonaAZ.gov](mailto:pcolquitt@SedonaAZ.gov).

## Pandemic Flu Update



Given the recent attention on the potential for an influenza pandemic, the City of Sedona has been working with Coconino and Yavapai Counties to establish an action plan should a pandemic occur.

An influenza pandemic is a global disease outbreak that occurs when a new influenza 'A' virus emerges for which there is little to no immunity in the human population. As a result, it can cause serious illness and then spread easily from person to person nationwide.

The federal government, states, and local communities are taking steps to prepare for and respond to such a pandemic. It is important that citizens take proactive measures to stay healthy by practicing good hygiene habits such as washing hands frequently with soap and water, covering coughs and sneezes with tissue, and staying away from others if they become sick.

If you would like more information on pandemic influenza, check out the website [www.pandemicflu.gov](http://www.pandemicflu.gov), which provides updates on national and international pandemic influenza.



## Sedona Roadrunner Transit System – READY TO LAUNCH!

The Sedona Roadrunner Transit plans service start-up for September 2006. The Sedona Circulator will consist of two trolleys running continuously between Uptown and Hillside shops with ten-minute frequency. The circulator is free and runs from 9:00 a.m. to 6:30 p.m., 7 days a week. Stop locations on Highway 89A in Uptown and SR179 include: Apple Avenue, Pink Jeep Tours, Tlaquepaque, Hillside, and informal "flag" stops at Canyon Breeze and Forest Road. A test run to the municipal parking lot east of Jordan Road has also been programmed.

Commuter service will be available between Cottonwood and Sedona. Tentatively, the morning and evening transit service will leave the Cottonwood Walmart at 7:45 a.m. and 8:45 a.m. and return to Cottonwood at 6:30 p.m. and 7:30 p.m. The commuter service will make on-demand stops on Hwy 89A at Arroyo Pinion Drive and Northview Road, the Sedona circulator stops listed above, and at Poco Diablo Resort. The commuter is \$2.00 per trip or \$40.00 per month.

For up-to-date schedule information, contact Transit Manager Jim Wagner at 282-0938 or visit our website at [www.SedonaRoadRunner.com](http://www.SedonaRoadRunner.com).

**Sedona Economic Development Task Force**

Created during the Focused Future II strategic planning process, the membership on Sedona Economic Development Task Force (SEDTF) is now filled. With 4 at-large members chosen through an application and interview process, the SEDTF now consists of 9 members with 3 additional citizens serving as experts on the Advisory Committee. Everyone is working on behalf of the City on the four focus areas identified by Focused Future II: Tourism, Arts and Culture, Film Production, and Business Enhancement and Vitality.

In a recent planning session, the SEDTF selected the following vision and mission statements.

**Vision:** The SEDTF will be recognized as "A team of Sedona citizens enhancing and promoting the economic sustainability and vitality of our City."

**Mission:** The SEDTF will "Design, implement and monitor innovative projects to attract, retain, and expand diverse businesses and quality jobs in Sedona."

The SEDTF members include:

**Michael Alexander**, Chairman of SEDTF, is CEO and Chairman of Conscious Consulting Inc., a full-service consulting firm for socially responsible business.

**Char Beltran**, President and CEO, Sedona Chamber of Commerce.

**Jodie Filardo**, Economic Planner, City of Sedona.

**Tom Gritzmacher**, in the Air Force he worked primarily on the development of advanced satellite systems, and then at TRW/Northrop Grumman he was involved in project management.

**Judy Reddington**, retired from executive positions in advertising, marketing, and special events.

**Olin Robie**, President of North Star Direct Marketing, an internet marketing company he started in Sedona four years ago.

**Judy Schultz**, Director of the Sedona Film Office.

**Eduard Uzumekis**, City of Sedona Arts and Culture Commissioner.

**Jennifer Wesselhoff**, Director of Tourism and Public Relations, Sedona Chamber of Commerce.

In addition, the Advisory Committee members are:

**Denise Barnhart**, City of Sedona Planning and Zoning Commissioner.

**Emily Bologna**, CPA with Walker & Armstrong LLP, a regional firm with an office in Sedona.

**John Neville**, President of Sustainable Arizona, with an extensive background in sustainable development, management systems and communications for multinational firms and small businesses.

The SEDTF is excited to make a positive impact on Sedona where we are "Open for Business." For more information, contact Economic Planner Jodie Filardo at 204-5040.

## Project Overview For Fiscal Year 2005-2006

The City of Sedona during the last fiscal year, beginning July 1, 2005 and ending June 30, 2006, accomplished numerous projects. Listed below are highlights of a few of the many accomplishments, which help enrich the quality of life for the Sedona community.

### Arts & Culture

- Funded ten \$1,000 Emerging Artists Materials Grants
- Awarded five \$5,000 Artists Project Grants
- Awarded grants to eleven local art organizations totaling \$20,000

### City Manager's Office

- Hired a new Economic Planner
- Made available \$25,000 in business promotion grants
- Made available \$60,000 for community based organization grants

### Community Development

- Completed a Parking Study of the Uptown Area and beginning to implement strategies in the study
- Finalized implementation of the Transit System

### Community Services

- Renovated the playground area, installed new roofing on the ramadas, replaced green fencing around all of the athletic fields, renovated the women's restroom, and re-surfaced all the softball athletic fields at the Posse Ground Community Park
- Installed a new roof on the apple barn, restored the wood, and painted the buildings at Jordan Historical Park

### Police Department

- Added 3 new officer positions for street patrol
- Provided 2 School Resource Officers for West Sedona School and Red Rock High School
- Worked cooperatively with the City of Cottonwood on a Special Operation Unit

### Public Works

- Installed sewer and paved streets in Sedona Meadows/Thunderbird Hills neighborhoods
- Undergrounded overhead utilities in the Navajo Trail neighborhood
- Constructed Elk Road Sewer Extension
- Applied rubberized asphalt overlay on Dry Creek Road and reconstructed surface of Dry Creek Road from White Bear to 89A
- Started Uptown Enhancement Project
- Started sewer extension for Yavapino and Red Rock Estates
- Constructed Navajo Drive Sewer Extension
- Repaired/replaced sewer lines in Lazy Bear Estates
- Designed Sunset Pedestrian Bridge and Sidewalk



## Red Rock Remodel Update

Construction of the Red Rock Remodel (also known as the Uptown Enhancement Project) started January 3, 2006 and is tentatively scheduled for completion by the end of October. The remodel aims to address handicap accessibility and traffic/pedestrian safety issues, introduce new streetscape and pedestrian-friendly features, and improve the aesthetics of the SR 89A corridor within the uptown area.

Construction is being completed in sections to minimize disruption on uptown businesses. New sidewalks, curb and gutter, some landscaping and underground drainage improvements were completed along Jordan Road and along the west side of SR 89A from Jordan Road to Forest Road during January and February.

On May 1, construction started on the SR 89A/Forest Road intersection and along the east side of SR 89A between Pink Jeep Plaza and the Orchards Restaurant. This area should be completed by mid-August and will also include some regrading of SR 89A near the Jordan Road intersection to eliminate the abrupt pavement grade change that exists as vehicles enter Jordan Road from SR 89A.

Work near the mid-block plaza and extending south to the Jordan Road intersection along the west side of SR 89A, and from the mid-block plaza extending north to Arroyo Roble Road along the east side of SR 89A began the second week in May and should be completed by the end of August.

Construction between Apple Avenue and the mid-block plaza along the west side of SR 89A is scheduled to occur in July and August.

Work along both sides of SR 89A from Apple Avenue to the north end of the project past the Arroyo Roble Hotel and Wayside Chapel and along Apple Avenue to Cedar Street is planned to start in mid-August and run through October. It will be necessary to close Apple Avenue between SR 89A and Cedar Street for approximately 30 days during this time period and necessary detours will be provided via Jordan Road.

The final landscaping, and wiring and installation of pedestrian lighting throughout the SR 89A corridor are scheduled to begin in mid-August and should be completed toward the third week of October. After that, the final aspect of the project includes an asphalt seal coat and striping of SR 89A.

Timeframes are approximate and may change by 2-3 weeks.

Project update meetings are held every other Friday at 8:00 a.m. at the Wayside Chapel for merchants and property owners. For more information, call the Red Rock Remodel hotline at 203-5050.

## Results of the

## Sedona Parks & Recreation Survey

The results of the recent Sedona Parks & Recreation survey indicates support for open space, bicycle and pedestrian pathways, neighborhood trail links and improving existing parks.

The level of satisfaction with current facilities and services shows a majority is *very satisfied* or *satisfied* with the overall appearance, location, and number of parks. They were also satisfied with trails/trailheads, informational signs, and playgrounds. However, over 50% were *not satisfied* with bicycle paths/lanes.

When respondents were asked how they would like to see future projects funded there were no surprises. Property tax, dedicated sales tax and current sales tax were the least popular forms of funding. Those favoring bond issues were split with a slight majority not favoring bonds as a funding source. Respondents did favor private/public partnerships, focused fundraising events and user fees as possible funding sources.

Since the release of the Parks & Recreation survey, several “stakeholders” meetings have been held to gather additional information. A team has met with the Superintendent of the Sedona-Oak Creek School District, the Sedona Community Center, the Boy’s and Girl’s Club, the Verde Valley Cyclist Coalition, the Chamber of Commerce, and the Realtor’s Association.

The survey was developed by the Parks & Recreation Commission, reviewed by a social scientist at NAU, and analyzed by an independent statistician, at no cost to the city.

Come to an Open House to learn more about the survey results and provide additional comments on Monday, June 26 at 5:00 p.m. in the Sedona City Council Chambers, 102 Roadrunner Drive. If you are unable to attend, a summary of the survey may be picked up at Sedona City Hall. Should you have any questions, please call Marie Brown at 282-3113.





## **Magistrate Court Adopts Increase In Civil Traffic Fines**

On March 1, 2006, the Sedona Magistrate Court along with the other Magistrate and Justice of the Peace Courts in Yavapai County adopted increases in the fines for traffic offenses such as speeding, failing to stop for a stop sign, failing to control a vehicle to avoid an accident and other civil traffic offenses.

With the population of Northern Arizona increasing at a record pace, judges in Yavapai County are concerned about the increase in speeding and other traffic offenses, which result in more injuries and fatalities. The last increase in civil traffic fine amounts occurred in 2002. The recently adopted increases are one way of getting drivers' attention and educating them about the importance of following the rules of the road.

The new increases in traffic fines range from \$25 up to \$100 for the most common civil traffic offenses. If a driver is proven responsible for any speeding violation, 3 points are automatically added to the driver's license. For speeding offenses from 1 to 10 MPH over the posted limit, the new fine amount is \$100; for 11 to 15 MPH over the posted limit, the new fine amount is \$150; and for 16 to 20 MPH over the posted limit, the new fine amount is \$250. If a driver is stopped for driving 20 MPH or more over the posted speed limit, the arresting officer has the discretion to charge either a civil traffic offense or a criminal speeding violation and if the criminal offense is proven in court, the fine is \$460 plus a criminal conviction for a misdemeanor and 3 additional points on the driver's license.

If you would like more information or a copy of the new fine amounts (bond schedule) adopted by the Sedona Magistrate court, please call 282-1189.



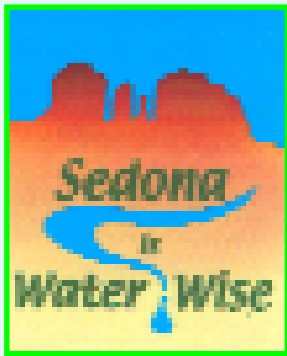
## **New Ordinances That May Affect You**

On April 10, 2006, two new ordinances, the smoking ordinance and the covered/secured loads ordinance, went into effect within the City of Sedona. The smoking ordinance prohibits smoking in all public places and places of employment within the City limits. Smoking is permitted on outdoor patios, as long as the smoke does not enter areas where smoking is prohibited, such as through entrances, windows, and ventilation systems.

Smoking is not regulated in private residences, except when the residence is used as a licensed childcare, adult day care or health care facility; hotel rooms and motel rooms that are rented to guests and are designated as smoking rooms, provided that no more than 50% of rooms rented to guests are so designated; retail tobaccos stores that are physically separated so that smoke does not infiltrate into areas where smoking is prohibited; veterans and fraternal clubs when they are not open to the general public; religious ceremonies practiced pursuant to the American Indian Religious Freedom Act of 1978; or theatrical and film/television productions.

The covered/secured loads ordinance requires all loads traveling within the City limits to be covered and/or secured. The key points of the ordinance are loads must be secured or securely covered to prevent the load from dropping, sifting, leaking or otherwise escaping from the vehicle; vehicles must be free from loose materials such as sand, dirt, gravel, etc. (not including materials picked up from the road during the course of normal travel); and the ordinance applies to primary vehicles, trailers, or towed vehicles. Compliance with the covered/secured loads ordinance prevents litter on our roadways and provides safe travel for motorists and pedestrians. Please help keep our roadways safe and clean for all.

For more information on both of these ordinances, go to "News & Updates" on the City's website at [www.SedonaAZ.gov](http://www.SedonaAZ.gov).

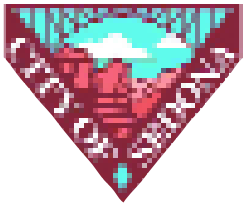


## *Sedona is Water-wise! Are You?*

Should you conserve water because it sounds like a good idea? Or are there other reasons to make water conservation a way of life? You decide, as there are numerous reasons why people choose to conserve water. Not only does water conservation help protect this limited resource; it also saves money. Water is getting more expensive; it costs more to treat and supply your water as well as to treat the wastewater that leaves your home. Water conservation also saves energy and can reduce your monthly utility bills. Improving the overall water efficiency helps to extend the life of our existing water facilities.

Whatever the reason, using water wisely is vital. As residents of this special and unique place, we must remember that we live in a desert. Although recent drought years have helped us to be more conscious of the need to conserve, it is essential that we continue to practice water saving techniques. For this reason, citizens and businesses of Sedona are encouraged to continue to look at individual water habits and seek ways to conserve water. You can reduce your water consumption by taking a few simple steps - repair leaks, learn proper irrigation techniques, catch and use rainwater; take shorter showers, in other words, use water wisely! We can make a difference, one household and business at a time.

***Did you know?*** Sedona has a new voluntary water conservation and management policy. This policy, adopted by the City Council in March, stresses the importance of water conservation for both indoor and outdoor water use and calls for the cooperation of all water users - residents, businesses and visitors. This important policy provides water saving tips. For a copy of the voluntary water conservation and management policy or other ideas on water conservation measures, call Audree Juhlin, Assistant to the Director of Community Development at 204-7107. If we don't conserve, we pour water and money down the drain. Don't let Sedona's precious resource drip away carelessly. ***Adopt a water-wise lifestyle!***



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Your City Council wants to hear from you.  
They can be contacted by mail at Sedona City Hall,  
102 Roadrunner Drive, Sedona, AZ 86336  
or by email:

Mayor Pud Colquitt: [pcolquitt@SedonaAZ.gov](mailto:pcolquitt@SedonaAZ.gov)  
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***The City Council is here to listen and serve you!***

**POSTAL PATRON**